

What is claimed is:

1. A network system comprising a network interconnecting at least one home appliance having a data output system that outputs information, and a server system for communicating data with the home appliance, wherein:

the home appliance comprises:

a product identification system that identifies products used in conjunction with operation of the home appliance;

a transmission system that sends product information identified by the product identification system via the network to the server system;

a receiving system that receives advertising information or sales promotion information sent from the server system by way of the network; and

a data output system that outputs information received by the receiving system; and

the server system comprises :

an interpreting system that interprets lifestyle conditions of the home appliance user based on the information received from the home appliance; and

a transmission system that sends to the home appliance advertising information or sales promotion information corresponding to the lifestyle of the home appliance user based on the lifestyle information interpreted by the interpreting system.

2. The network system as described in claim 1, wherein the home appliance comprises a refrigerator, and the product information identified

by the product identification system comprises information indicative of products stored in the refrigerator and consumption of stored products.

3. The network system as described in claim 1, wherein identification of product by the products identification system is accomplished by the home appliance user, and compensation commensurate to power consumption by the home appliance is returned to the home appliance user.

4. The network system as described in claim 1, wherein the transmission system of the server system sends information optimized according to the information sent from the home appliance.

5. The network system as described in claim 1, wherein the product information sent by the transmission system comprises product replenishment data corresponding to consumption of information stored in the home appliance, or consumption supplementary information for use in the home appliance.

6. A control method for a home appliance using a network in a network system comprising a plurality of home appliances having data output systems, and a server system for communicating data with the home appliance, the control method comprising:

placing the home appliance where it will be used by a user,

inputting on the home appliance side usage data indicative of consumption of product used with the home appliance in conjunction with home appliance operation,

sending the input product information via the network to the server system,

receiving advertising information or sales promotion information selected according to the product information and sent from the server system,

outputting the received information with the data output system of the home appliance, the information received from the server system being advertising information or sales promotion information selected according to the home appliance user lifestyle information, which is identified from the information received by the server system from the home appliance, and

providing advertising information or sales promotion information according to the lifestyle information for the home appliance.

7. The control method for a home appliance using a network as described in claim 6, wherein the home appliance comprises a refrigerator, and the product information comprises information indicative of products stored in the refrigerator and consumption of stored product.

8. The control method for a home appliance using a network as described in claim 6, wherein compensation commensurate to power consumption by the home appliance is returned to the home appliance user.

9. The control method for a home appliance using a network system as described in claim 6, wherein information sent from the server system comprises product replenishment data corresponding to consumption of

information stored in the home appliance, or consumption supplementary information for use in the home appliance.

10. A home appliance connected to a network and receiving information from a server system connected to the network, comprising:

a product identification that identifies products used in conjunction with home appliance operation;

a transmission system that sends product information identified by the product identification system via the network to the server system;

a receiving system that receives advertising information or sales promotion information sent from the server system; and

an output system that outputs information received by the receiving system;

wherein the information sent from the server system comprises advertising information or sales promotion information corresponding to the lifestyle of the home appliance user as determined by the server system from the information received from the home appliance.

11. The home appliance as described in claim 10, wherein the home appliance comprises a refrigerator, and the product information identified by the product identification system comprises information indicative of products stored in the refrigerator and consumption of the stored products.

12. The home appliance as described in claim 10, wherein information sent from the server system comprises product replenishment data

corresponding to consumption of information stored in the home appliance,
or consumption supplementary information for use in the home appliance.

13. A computer program product achieving the functionality of claim 1.

14. A computer program product achieving the functionality of claim 6.

15. A computer program product achieving the functionality of claim
10.

16. A computer-readable data storage medium for storing a computer
program product achieving the functionality of claim 1.

17. A computer-readable data storage medium for storing a computer
program product achieving the functionality of claim 6.

18. A computer-readable data storage medium for storing a computer
program product achieving the functionality of claim 10.